

Factsheet stakeholder involvement

For a successful implementation of (pilot) activities and for achieving durable results and political sustainability the integration of local, regional and national stakeholders was of major importance in all stages of the project cycle. For a harmonised approach to cooperation, a concept was developed at the beginning of the project. It included not only an introduction on how to identify and approach stakeholders but also templates for stakeholder lists, workshop agenda and workshop minutes.

Involving regional and national stakeholders

In a first step project partners identified relevant stakeholder from the transport and tourism sector necessary for the successful implementation of the project activities and the operation of the developed services after the end of the project. As a result nearly 1000 regional and national stakeholders from eight Danube countries were regularly included in the project process in the framework of various activities. The objective of all activities was to capitalize the know-how of those stakeholders in order to reach the project goals with the economically most efficient and technically best approaches and to raise awareness about the necessity to develop sustainable mobility along the Danube beyond the project partnership



National workshop Ulm, Anna Brugger

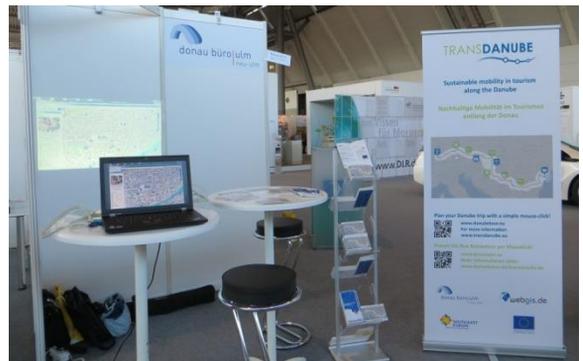
Each project partner organised at least two national workshops raising awareness for soft mobility issues, presenting the project results, informing about ongoing activities and strengthening the cooperation and contact with the stakeholders. Further on, stakeholders were integrated in the implementation process.

Parallel, many bilateral stakeholder meetings and public discussions intensified knowledge and information exchange on a national level within the project.

Additionally, Transdanube was present on national conferences and exhibitions such as the Romanian tourism fair, the tourism exhibition in Moldova and Bulgarian tourism fairs.

Involving transnational and EU stakeholders

In the course of project implementation stakeholders of transnational level and EU-Level were addressed and requested for feedback loops. The project was presented in various international conferences, exhibitions and meetings among them the tourism fair CMT in Stuttgart, the Vienna tourism fair, i-mobility, the European Conference on Mobility Management (ECOMM), SPA Expo, European Transport Conference, RomExpo, Conference of the Danube Parliamentarian, RECOM Networking Meeting and the International Tourism Fair ITB in 2013 and 2014. During the latter Transdanube was also presented at the international Danube Forum hosted by the representation of Baden-Württemberg and the Slovakian Embassy.



i-mobility Stuttgart, Theresa Wimmer

An international Symposium on Sustainable Mobility and Green Economy in the Danube Region was held in Ulm where stakeholders from all Danube countries met not only to discuss the project results but even more important to think about possible follow-up activities in order not to lose momentum.

The involvement of transnational and EU stakeholder included furthermore the participation in events on programme level as the Annual Forum of the EUSDR in Bukarest 2013 and Vienna 2014 and the PEP 4th high level meeting. On these occasions Transdanube was presented and further synergies with other projects were created.

At the end of the project the results were presented in Brussels amongst others to members of parliament, the European Commission of Transport and the European Travel Commission.

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Study visits

Within the stakeholder involvement process two study tours to soft mobility good practice destinations were organised for the Transdanube project partners. The first study visit took place in the Austrian region of Burgenland with 25 partners participating.



Rail and Bus at Lake Neusiedl, Austria, Photo: Karl Reiner

The second study visit was organised by the Danube Office in Ulm/Neu-Ulm and started with the participation in the Symposium on Sustainable Mobility and Green Economy in the Danube Region. Parallel, the group had an insight in the organisation of the International Danube Festival and how soft mobility offers were included in the programme.



Symposium in Ulm, Photo: Karl Reiner

The study visit continued by train to Linz and from there by ship, bike and bus to Schlögen, Obermühl/Untermühl and finally Vienna. Also hiking was included in the programme with the famous hike Donausteig at Schlögen giving a great view of the "Donauschlinge".

The study visits raised awareness for the potentials of soft mobility offers in tourism and the added value resulting from new clients.



Bike ferry at Obermühl - Austria, Karl Reiner

Exchange with other projects

At the beginning of the project 14 EU projects were identified that are related to the immediate project environment, which are transport and tourism topics, especially involving the Danube region. Transdanube project partners participated for example in the final conference of the Interreg project Access2Mountain, in project meetings of SEEMORE, Danubeparks and Iron Curtain Trail where Transdanube activities and results were presented.



Access2Mountain – Networking on the train, Photo GDI

In the process of developing the interactive map regular information exchange with the project AlpInfoNet took place dealing with a similar information system for the Alpine region. Contacts were also established to SEEMMS, Danube Limes, Rail4See and donauhanse.